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U.S. DEPARTMENT OF AGRICULTURE
Production and Marketing Admin.
Information Service
821 Market Street, Room 609
San Francisco 3, California

In cooperation with the
Federal-State Market News Service

WHAT'S NEWS IN THE MARKETS?

(USDA Food Bulletin for the week ending May 2, 1947)

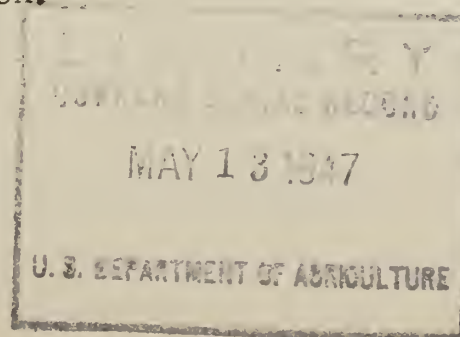
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SAN FRANCISCO, April 29 --- It's strawberry shortcake time, as supplies of this crimson berry are more plentiful and the price has dropped considerably over last week. Cherries are coming along, too, as there are more on the market this week, and another seven days should see even larger supplies.

We can place strawberries, Watsonville apples, grapefruit and small sizes of oranges in the best fruit buy category. Avocados, on the other hand, are a little higher this week.

Artichokes, that truly Western product, are still a good buy, even though the price has advanced a little. Asparagus is now listed with the fair buys with the price unchanged from last week. Other vegetables considered fair buys are the bunched vegetables such as turnips, green onions, chard and mustard greens, bunched carrots which went up in price over last week, cabbage, cauliflower, egg plant which is lower, lettuce, onions, peas which are more plentiful with the price about the same, and Italian and summer squash on which the price has advanced slightly.

As far as potatoes are concerned, the old stock has advanced in price, while new potatoes have gone down making these the better buy. Cucumbers are the newest arrivals on the market. These are high in price but supplies should be improving soon. Tomatoes, their salad companion, are still high, and celery too, went up a little this week.

(More)



Now, let's look at the meat picture. Ample supplies of all kinds of meat were available in the wholesale markets, with prices dropping on some items such as skinned smoked hams and large bacon. We also see that more grass pasture beef is coming to market, in contrast to grain fed, but there is plenty of Good quality on hand. There was more veal marketed and demand increased on this item. The lamb and mutton supply was ample, but this meat was not so much in demand and some dealers found they had some left in the coolers. Fresh pork was a little higher.

The wholesale price of Grade A (92 Score) butter is quoted at 62¢, the same as for the corresponding day last week, but is down one cent on Grade B (90 Score) to 59¢. Supplies of butter are increasing, but demand is slow. Most dealers were inclined to watch developments and buy sparingly, knowing that the season of heavy production is just around the corner. In addition, the announcement that the Army would purchase 20 cars of butter here during May had a tendency to make butter prices firmer. Retail sales continued to decline in the Bay Area, six percent below the previous week.

Early last week, prices on eggs advanced two cents on all grades and again this week large and mediums went up another cent so that wholesale dealer quotations are Grade A Large - $54\frac{1}{2}$ ¢; Grade A Medium - $51\frac{1}{2}$ ¢; Grade A Small - $44\frac{1}{2}$ ¢ (which showed no change in price over last week). Consumer demand is off slightly so retail stores are requesting fewer eggs, with the result that more eggs are going into storage and stocks are accumulating. Production is increasing slightly.

One result of the upturn in egg prices this past month is that fewer laying hens were marketed. Prices of live fryers, roasters and large sized leghorn fowl advanced one cent last week, while dressed poultry - fryers, large Leghorn fowl and young tom turkeys - also went up slightly.

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WHAT'S NEWS IN THE MARKETS?

(USDA Food Bulletin for the week ending May 9, 1947)

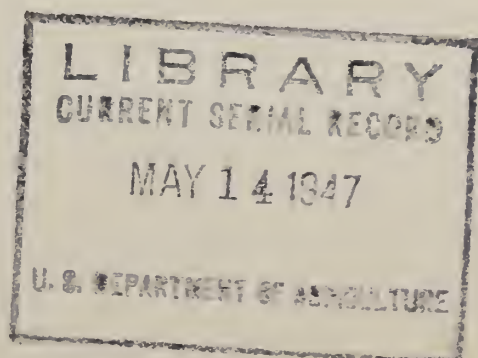
SAN FRANCISCO, May 6 -- Although Newtown apples from Santa Cruz county still head the list of best fruit buys, the new fruit season is getting under way in good fashion. This week we find that the first cantaloups and honey-dew melons from the Imperial Valley have arrived -- high priced, of course. Cherries are coming in in better volume and are only moderately high priced. Strawberries continue to increase in volume and can now be classed as a fair buy, along with grapefruit and oranges.

A look in the vegetable bin reveals numerous good buys this week. Tops are reasonably-priced artichokes. Cabbage, lower priced asparagus and carrots, as well as zucchini and summer squash, are all good buys. In addition, the season's first Table Queen squash from the Imperial Valley is now on the market. Other good buys include new Long White California potatoes at a lower price, sweet potatoes, plentiful supplies of lettuce, and new-crop California red, yellow and white onions.

Cauliflower, celery, eggplant, and peas make up this week's fair buys.

Supplies of sweet corn are gradually becoming heavier, but the price is still moderately high. Tomatoes remain high.

(MORE)



When we take a look at meats this week, we find that last week's prospects for a 6-day week in local retail meat shops brought renewed buying interest and an improved demand. Top grades were favored. On beef, demand was good for Commercial to Good steer and heifer beef, but Utility to low Commercial heifer and cow beef was little wanted. Although all coolers had ample grades of veal displayed, there was only a limited amount of Choice grade available. An over-supply of heavy Choice grade spring lambs found salesmen continually trying to move such kinds, while Good to Choice lambs of lesser weights were sold out. The outlet for ewe mutton was exceedingly narrow. There was very little change on fresh pork carcasses, but sizeable lots of hams and bacon sold on the low side of the price range.

Butter is up $\frac{1}{2}$ to 2 cents this week, with Grade A (92 Score) quoted at $62\frac{1}{2}$ cents per pound and Grade B (90 Score) at 61 cents. One factor making for strength in the market has been the announcement by the Army that it would purchase 20 cars of butter during the month of May. For the week ending May 1st, creamery butter production in the West was up 9% over the previous week and 69% above the corresponding week last year. Retail sales are roughly 5% higher than last year.

Less demand for eggs, along with the lower cost of Mid-West eggs moving into California, is having its effect upon the market. But all prices are unchanged from a week ago.

Live and dressed poultry selling lower this week include broilers in larger supply and 1 to 2 cents per pound less; fryers 2 to 3 cents lower; limited arrivals of roasters down 3 cents; and less plentiful Leghorn fowl at 1 cent per pound lower prices.

The first thing I noticed when I stepped out of the car was the cold. It was a sharp, biting cold that seemed to penetrate my coat. I shivered as I walked towards the entrance of the building. The air was thick with a strange, metallic scent that I couldn't quite place. I looked up at the imposing structure before me, its many windows reflecting the pale light of the overcast sky. A small group of people was gathered near the entrance, some looking towards me with curiosity, others with indifference. I felt a slight uneasiness as I approached, a sense that I was about to enter a place where things were not as they seemed. The door opened with a heavy, creaking sound, and I stepped inside. The interior was dimly lit, with light filtering through narrow slits in the walls. The air here was even colder, and the metallic scent was more pronounced. I walked deeper into the building, following a path that seemed to lead to a large, open hall. In the center of the hall stood a tall, dark structure that looked like a piece of ancient machinery. It was surrounded by a low wall, and a few people were standing near it, their faces partially in shadow. I felt a sudden urge to go closer, to touch the structure and see what it was. As I moved forward, I noticed a faint, rhythmic hum emanating from the machine. It was a sound that seemed to vibrate through the floor and into my bones. I stopped for a moment, looking at the structure with a mix of fascination and apprehension. The people around me didn't seem to notice anything unusual, but I felt a strange pull towards the machine, a pull that I couldn't resist. I reached out my hand towards the structure, my fingers just inches away from touching it. In that moment, I felt a surge of energy, a power that was both terrifying and exhilarating. It was as if I had just discovered a secret, a secret that could change everything. I pulled my hand back, looking at it with a shocked expression. The hum of the machine was still there, but it now felt like a call, a call that I was determined to follow. I turned and looked back at the entrance, but the door was now closed. I was trapped here, in this dark, mysterious place. I took a deep breath and walked towards the machine again, my heart pounding in my chest. I knew that whatever I found here, it would be something that I would never forget.

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WHAT'S NEWS IN THE MARKETS?

(USDA Food Bulletin for the week ending May 16, 1947)

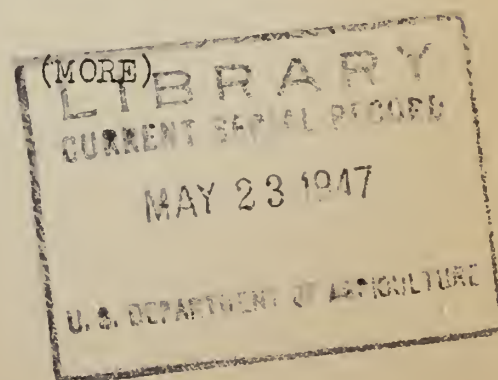
SAN FRANCISCO, May 13 -- This week's best buys are to be found in the vegetable kingdom, where there are several. Artichokes are a prominent member, with asparagus, carrots, cabbage, eggplant, lettuce (depending upon quality), and new potatoes (especially Long Whites) vying for top honors.

Corn and tomatoes have come down in price to make their entrance into the fair buy class this week. Cucumbers are more plentiful and a fair buy, along with peas and squash.

All fruits are fairly high priced, but there is one encouraging fact, and that is, that there are several vitamin C contributors available now, "C" is the vitamin, remember, that helps to hold the body cells together and is so necessary for good health. Breakfast is a good time to get a healthy portion of our vitamin C in-take, and what could give more zest to that meal than a delicious dish of cool strawberries, rich in vitamin C and plentiful enough now to be a fair buy. Other fair buys that will help to assure us of sufficient vitamin C are grapefruit and oranges. Newtown apples, cherries (slightly lower priced) and lemons are also fairly good buys.

Cantaloups are becoming more plentiful but are still high priced.

Perhaps the best news is the arrival of the first apricots of the season to come in from Yolo county.



With the opening of numerous meat markets that have been closed for several months, as well as the new dawn of a six-day week, rush orders are being placed for supplies. Demand is concentrated upon the higher quality meats, but about the only weak spots have been on lower grades of heifers and cows and on heavy lambs. Slaughterers have been working overtime in an effort to keep up with the demand for beef, which is showing a wide range of quality. Offerings of veal are very satisfactory and there is a good slaughter of lamb. Commercial to Choice lamb carcasses under 40 pounds are selling well, while salesmen are on the alert to move heavier carcasses. The outlet for ewe mutton is very narrow. A moderate amount of fresh pork finds pork loins of less than ten pounds \$1.00 to \$2.00 higher. Both smoked ham and bacon are fairly plentiful.

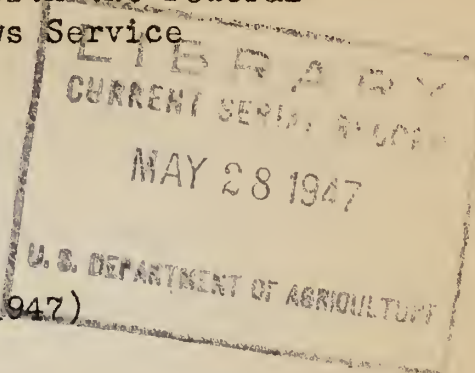
Butter supplies are ample at prices 1 to $1\frac{1}{2}$ cents higher than last week. Grade A (92 Score) is quoted at 64 cents per pound and Grade B (90 Score) at 61¢. Some butter has been moving into storage. It is anticipated that production in California will soon level off as the demand from ice cream outlets for plastic cream broadens. San Francisco's retail sales for the week ending May 3 were 5% above the previous week and 165% greater than last year.

Egg production is declining and is approximately 17% less than last year. But demand is also on the downgrade and all prices are unchanged. Grade A Large eggs are still quoted at $54\frac{1}{2}$ cents per dozen, Mediums at $51\frac{1}{2}$ cents, Smalls at $44\frac{1}{2}$ cents and Grade B Large eggs at $49\frac{1}{2}$ cents.

Poultry is in lighter supply, while demand is good and prices are higher. Both live and dressed lightweight fryers are up about 1¢ per pound. Heavy fryers and roasters are 3¢ higher alive and 2 to 5 cents higher dressed. Live and dressed Leghorn fowl is up 1¢ per pound, with dressed colored fowl up 1¢ on the top side of the price range. Dressed tom turkeys are selling 2¢ per pound higher.

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WHAT'S NEWS IN THE MARKETS?

(USDA Food Bulletin for the week ending May 23, 1947)

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SAN FRANCISCO, May 20-- Plentiful youngberries are this week's outstanding buy at much lower prices. They are a versatile berry too -- good eaten fresh, baked in a pie, or made into delicious jam and jelly. Sieving is the secret of getting rid of the seeds.

Grapefruit and small oranges are next in line for a good buy.

Cherries are slightly lower priced and a fair buy.

Apricots are rapidly becoming more plentiful, but are still fairly high priced while cantaloupes are in slightly heavier supply and somewhat lower priced than when they first arrived on the market. Watermelons are lower also, but still pretty high.

The first early Mayflower peaches are beginning to arrive.

Apples and avocados remain fairly high in price and lemons are unchanged.

Artichokes and asparagus take top honors as the best vegetable buys.

Carrots and eggplant are fair buys at lower prices. Onions and potatoes at unchanged prices are also fair buys, along with tomatoes (slightly higher).

Warm weather has resulted in less good quality lettuce and higher prices. But mushrooms are considerably lower this week.

Italian squash is up in price while both the Summer and Yellow Crookneck varieties are lower.

Sweet corn is higher, with celery, cucumbers, and peppers remaining high.

When we look at the picture on meats we find that demand this past week improved. Supplies were readily sold, while the slaughter was as large as any during the past year. Both beef and veal were in broad demand -- with the possible exception of lower grade cow beef. There was a wide range of quality on beef, with grass-pastured kinds appearing often. The movement of lamb improved, but there was a very light supply of ewe mutton. Pork prices seemed to fluctuate the most. There was a generally good demand for pork loins, while fresh regular hams of 10 to 14 pounds went up \$2.00 to \$3.00 and smoked bacon dropped \$1.00. Spareribs were in light supply.

Limited offerings of butter are in good demand, but prices are unchanged from last week at 64 cents per pound for Grade "A" butter and 62 cents for Grade "B." Distributors are looking to the Central West for additional supplies because production is not as large as expected. Cream is being diverted into other products. For the week ending May 10, San Francisco's retail sales dropped 6%, but were 199% above last year.

Egg prices remain unchanged from a week ago at $54\frac{1}{2}$ cents per dozen on Grade "A" Large eggs, $51\frac{1}{2}$ cents on Mediums, $44\frac{1}{2}$ cents on Smalls, and $49\frac{1}{2}$ cents per dozen on Grade "B" Large eggs. More eggs are coming from the Central West, but there is less demand and production is leveling off. At the same time more eggs are moving into storage.

On poultry we find that there are fewer colored fryers and roasters. As a result both live and dressed fryers are 1 to 2 cents per pound higher and roasters are up 1 to 4 cents. Squabs are 5 cents lower and rabbits are 1 to 2 cents per pound less. All other classes of poultry are unchanged in price from last week.

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WHAT'S NEWS IN THE MARKETS?

(USDA Food Bulletin for the week ending May 30, 1947)

SAN FRANCISCO, May 27---Best buys for this week's fruit bowl are small oranges, grapefruit, and lemons.

Apricots are priced low enough this week to be a fair buy, along with youngberries and cherries.

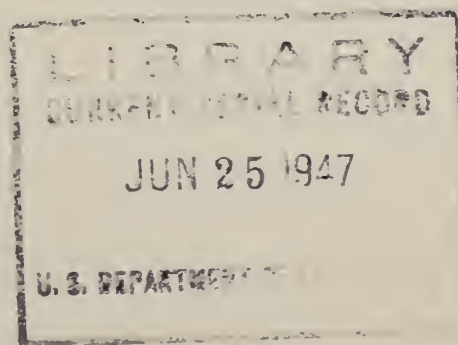
Cantaloups and watermelons are coming down in price, too.

Soft squash is considerably lower priced and returns as a best buy after a long absence.

Artichokes are a little higher but still a good buy, as well as new onions.

Seasonal vegetables that have taken large enough price drops to gain entrance into the fair buy class include: snap beans, corn, cucumbers, and eggplant.

Asparagus, carrots, potatoes, spinach, and tomatoes all remain as fair buys.



Meat prices are higher this week, except for ewe mutton and heavy veal --both in narrow demand. Slaughterers are working overtime to get enough beef to meet the renewed buying demand, while the quality of beef has definitely gone from the fed kinds to the grassy kinds. Fresh lamb supplies, as well as the fresh pork supplies available, are making a daily clearance, with the quality on lamb mainly Good and Choice. Fairly liberal volumes of smoked ham and bacon are moving at higher prices. Smoked hams are up \$3.00 to \$5.00 and smoked bacon is \$1.00 to \$2.00 higher.

There is very little change on butter this week. Grade B (90 Score) butter is one cent lower at 61 cents per pound, but Grade A (92 Score) is still priced at 64 cents. Supplies are being drawn from Oregon and Washington, along with some shipments from the Middlewest.

Grade "A" Small eggs are 2 cents lower this week at $42\frac{1}{2}$ cents per dozen. Otherwise prices are unchanged, with Grade "A" Large eggs quoted at $54\frac{1}{2}$ cents per dozen, Mediums at $51\frac{1}{2}$ cents, and Grade "B" Large eggs at $49\frac{1}{2}$ cents. Production is on the downgrade, but supplies are ample.

A growing scarcity of colored poultry is resulting in higher prices on that class. Both colored fryers and fowl are 1 to 2 cents per pound higher than last week. There is very little change on other classes of poultry. Generally, there has been a good volume of sales, although some resistance has been shown to the higher prices on colored chickens.

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